

Table 1

| Signifier | Signified | Connotation | Interpretation |
|--|---|--|---|
| | Denotation | | |
| <p>A tan woman With short brown hair wearing gold gown in orange background.</p> <p>NICKA K's product, which are a foundation and compact powder.</p> | <p>Tan: to make brown by exposure to ultraviolet rays, as of the sun.</p> <p>Brown a dark tertiary color with a yellowish or reddish hue.</p> <p>Gold is a dense inert bright yellow element that is the most malleable and ductile metal, occurring in rocks and alluvial deposits: used as a monetary standard and in jewellery, dentistry, and plating.</p> <p>Orange a globose, reddish-yellow, bitter or sweet, edible citrus fruit.</p> | <p>Tan woman represents exotic. A woman with tan skin color looks more exotic than a woman who have a withe color. Thats why tan could be represented as a exotic.</p> <p>Gold represents precious because gold describes as something likened to metal in brightness</p> <p>Orange represents fresh because women could attract people with their fresh look.</p> <p>Brown represents natural because because Africa-American women are mostly have brown hair. So it looks more natural.</p> | <p>According to convention of Western cultue, <i>tan</i> represents exotic because women could attract people with tan skin. The expressive value is contained in the <i>brown</i> color. It associates with natural.</p> <p>It represents natural to a woman to wear brown hair. The expressive value is contained in <i>gold</i> gown. In the ad, gold associates with precious because it is one of the best women make up products.</p> <p><i>Orange</i> associates with fresh because to women, wearing this make up product, their face looks more beautiful and fresh.</p> |
| <p>'NICKA K New York' text in gold color</p> <p>'New Mineral Make up</p> <p>-Talc free</p> <p>-For all skin types</p> <p>-Dermatologically Tested' text in</p> | <p>Gold is a dense inert bright yellow element that is the most malleable and ductile metal, occurring in rocks and</p> | <p>Gold represents precious because gold describes as something likened to metal in brightness.</p> <p>Brown</p> | <p>The expressive value is contained in gold gown. In the ad, gold associates with precious because it is one of the best</p> |

| | | | |
|--|--|--|--|
| brown color | alluvial deposits: used as a monetary standard and in jewellery, dentistry, and plating. Brown is a dark tertiary color with a yellowish or reddish hue. | represents natural because because Africa-American women are mostly have brown hair. So it looks more natural. | women make up products. The expressive value is contained in the <i>brown</i> color. It associates with natural. It represents natural to a woman to wear brown hair. |
| 'Pure perfection' text in white color. | White: a color without hue at one extreme end of the scale of grays, opposite to black. | White represents purity. This product is fine to be use by any genre and the product totaly good and natural. | Accordingg to convention of Western culture, white represents purity because in this ad, it is pure for women to use this product and they will look perfect with make up. |

Table 2

| Signifier | Signified | Connotation | Interpretation |
|---|---|--|--|
| | Denotation | | |
| Two tan women model that have brown curly long hair and straight brown long hair. It has deep champagne background. | Tan to make brown by exposure to ultraviolet rays, as of the sun. Curly tending to curl Brown a dark tertiary color with a yellowish or reddish hue. Straight the condition of being straight. Deep Champagne is a name given for various very pale tints of yellowish-orange that are | Tan represents exotic. A woman with tan skin color looks more exotic than a woman who have a withe color. Thats why tan could be represented as a exotic. Curly represents attractive person. It is different with woman who has a straight hair. | According to convention of Western cultue, <i>tan</i> represents exotic because women could attract people with tan skin. According to convention of most cultures, <i>curly</i> represents attractive person because it is different and attract |

| | | | |
|---|--|---|---|
| | close to beige. | <p>It's not mean that she's not attractive, but she looks more natural.</p> <p>Straight represents natural because it is pure their wear their straight hair with no treatment.</p> <p>Brown represents natural because because Africa-American women are mostly have brown hair. So it looks more natural.</p> <p>Deep champagne represents sinless because by using this product, your hair is more healthy and thick.</p> | <p>people's attention and more unique. The expressive value is contained in the <i>brown</i> color. It associates with natural. It represents natural to a woman to wear brown hair.</p> <p><i>Straight</i> associates with natural because it is different to Africa-American to wear straight hair and they feel more comfort and beautiful. The expressive value is contained in <i>deep champagne</i>. It associates with sinless because in this ad, this product gives good effect to the hair.</p> |
| <p>'INDIREMI' text in blue color.</p> <p>'PREMIUM VIRGIN HAIR' text in white color with capital letter.</p> | <p>Blue is the primary color between green and violet in the visible spectrum</p> <p>White is a color without hue at one extreme</p> | <p>Blue represents sterility because your hair needs healthy treatment when wearing hair extension.</p> | <p><i>Blue</i> associates with sterility because this product offers healthy hair treatment for hair style.</p> |

| | | | |
|--|--|--|---|
| | end of the scale of grays, opposite to black. | White represents purity. This product is fine to be use by any genre and the product totaly good and natural. | According to convention of Western cultue, <i>white</i> represents purity because in this ad, it is pure for women to use this product and they will look perfect with make up. |
| <p>‘-Healthiest Virgin Remi Hair in the Market.</p> <p>-Every Strand of Hair with Living, One Directional Cuticles.</p> <p>-Healthy, Bouncy Hair with Higher Electricity.</p> <p>-Nutrition Fortified for Optimum Hair Condition</p> <p>-Exquisite Craftsmanship for Soft & Micro-Thin Weft</p> <p>-The Longest Lasting Hair Left</p> <p>-Most Advance Processing & Intensive Quality Control.’ Text in black color.</p> | Black: the color at one extreme end of the scale of grays, opposite to white, absorbing all light incident upon it. | Black represents thick. It is because to emphasis the useful of the products. | The expressive value is contained in the black color. It associates with thick because it has more functions for hair nutrition. |

Table 3

| Signifier | Signified | Connotation | Interpretation |
|--|---|--|--|
| | Denotation | | |
| A tanning-woman model with a brown-curly long hair in blue background. | <p>Brown: a dark tertiary color with a yellowish or reddish hue.</p> <p>Curly: tending to curl</p> <p>Tan means to make brown by exposure to</p> | <p>Brown represents natural because because Africa-American women are mostly have brown hair. So it looks more natural.</p> <p>Curly represents attractive person.</p> | <p>The expressive value is contained in the <i>brown</i> color. It associates with natural.</p> <p>It represents natural to a woman to wear brown hair. According to</p> |

| | | | |
|--|--|---|---|
| | ultraviolet rays, as of the sun. | It is different with woman who has a straight hair. It's not mean that she's not attractive, but she looks more natural. Tan represents exotic. A woman with tan skin color looks more exotic than a woman who have a white color. That's why tan could be represented as a exotic. | convention of most cultures, <i>curly</i> represents attractive person because it is different and attract people's attention and more unique. According to convention of Western culture, <i>tan</i> represents exotic because women could attract people with tan skin. |
| 'Ultima organic protein hair' text in white color | White: a color without hue at one extreme end of the scale of grays, opposite to black. | White represents purity. This product is fine to be use by any genre and the product totally good and natural. | According to convention of Western culture, white represents purity because in this ad, it is pure for women to use this product and they will look perfect with make up. |
| 'Ultima hair is just like your natural hair. Created from organic collagen protein. The affordable natural alternative to expensive human hair.' Text in white color | White: a color without hue at one extreme end of the scale of grays, opposite to black. | White represents purity. This product is fine to be use by any genre and the product totally good and natural. | According to convention of Western culture, white represents purity because in this ad, it is pure for women to use this product and they will look perfect with make up. |

Table 4

| Signifier | Signified | Connotation | Interpretation |
|--|---|--|--|
| | Denotation | | |
| Face of a tan model. Two pictures of the product and one pack of it. | Tan: to make brown by exposure to ultraviolet rays, as of the sun. | Tan represents exotic. A woman with tan skin color looks more exotic than a | According to convention of Western culture, <i>tan</i> represents exotic because |

| | | | |
|--|---|---|---|
| | | woman who have a white color. That's why tan could be represented as a exotic. | women could attract people with tan skin. |
| 'KISS COLORS' text in red color. | Red is any of a group of colors, such as that of a ripe tomato or fresh blood that lie at one end of the visible spectrum. | Red represents passion because women show the product passionately. | According to convention of Western culture, red represents passion because in this ad, the woman wear red lipstick and shows it passionately. |
| 'Naturally Stylish! For The Naturally Beautiful Look You've Been Waiting For, It's Finally Here. Experience the Color of KISS and Expose Your True Beauty.' text in white color. | White is a color without hue at one extreme end of the scale of grays, opposite to black. | White represents purity. This product is fine to be use by any genre and the product totally good and natural. | According to convention of Western culture, white represents purity because in this ad, it is pure for women to use this product and they will look perfect with make up. |

Table 5

| Signifier | Signified | Connotation | Interpretation |
|---|--|--|--|
| | Denotation | | |
| A black model in the right side with a small picture of diamond at her face. There are three pictures of the product. | Black is the color at one extreme end of the scale of grays, opposite to white, absorbing all light incident upon it. | Black represents beautiful women because to African-American, people, black with this skin tone is beautiful. | The expressive value is contained in the black color. It associates with beautiful because the woman in this ad is the representation of beautiful to African-American people. |
| "Ambi" text in gold | Gold is a dense inert bright yellow element that is the most malleable and ductile metal, occurring in rocks and alluvial | Gold represents precious because gold describes as something likened to metal in brightness | The expressive value is contained in <i>gold</i> color. In the ad, gold associates with precious because it is one of the best women make up products. |

| | | | |
|---|---|--|--|
| | deposits: used as a monetary standard and in jewellery, dentistry, and plating. | | |
| “GET FLAWLESS SKIN FROM HEAD TO TOE” AMBI skincare is uniquely designed to smooth and renew the rich skin tone you were born with. So go ahead. Flaws your flawless. Text in brown | Brown is a dark tertiary color with a yellowish or reddish hue. | Brown represents natural because because Africa-American women look more natural with foundation. | The expressive value is contained in the <i>brown</i> color. It associates with natural. It represents natural to Africa-American woman to wear this foundation. |

Table 6

| Signifier | Signified | Connotation | Interpretation |
|---|--|---|---|
| | Denotation | | |
| A black model in dark brown background. | Black is the color at one extreme end of the scale of grays, opposite to white, absorbing all light incident upon it. | Black represents beautiful women because she is threatening well | The expressive value is contained in the black color. It associates with beautiful because the woman in this ad is the representation of beautiful to Africa-American people. |
| ‘YOU GLOW GIRL’ text in brown | Brown is a dark tertiary color with a yellowish or reddish hue. | Brown represents natural because because Africa-American women look more natural | The expressive value is contained in the <i>brown</i> color. It associates with natural. It represents |

| | | | |
|---|--|---|--|
| | | with foundation. | natural to Africa-American woman to wear this foundation. |
| '14 DAYS TO MORE FLAWLESS SKIN' text in brown. | Brown is a dark tertiary color with a yellowish or reddish hue. | Brown symbolizes natural. The product is use by woman who have a dark skin, so it help them look more natural. | According to convention of Western culture, brown associates with natural because the foundation can cover their skin by using same color of the foundation. |
| 'Show your skin some love with AMBI.EVEN & CLEAR. Daily Moisturizer with SPF 30. AMBI is designed for woman of color with EVENBLEND, a rich combination of ingredients that include natural soy and vitamin C & E. It's clinically shown to significantly even skin tone and texture in just to weeks. So gets ready to restore your skin's clarity and natural beauty.' text in brown color. | Brown is a dark tertiary color with a yellowish or reddish hue. | Brown represents natural. The product is use by woman who has a dark skin, so it help them look more natural. | According to convention of Western culture, brown associates with natural because the foundation can cover their skin by using same color of the foundation. |
| 'AMBI. THE COLOR OF FLAWLESS SKIN' text in brown color. | Brown is a dark tertiary color with a yellowish or reddish hue. | Brown represents natural. The product is use by woman who have a dark skin, so it help them look more natural. | According to convention of Western culture, brown associates with natural because the foundation can cover their skin by using same color of the foundation. |

Table 7

| Signifier | Signified | Connotation | Interpretation |
|---|---|---|---|
| | Denotation | | |
| A tan model who have a straight long hair. There are kinds of products of indiremi and there is text '100% PREMIUM REMI Human Hair' | <p>Tan to make brown by exposure to ultraviolet rays, as of the sun.</p> <p>Straight the condition of being straight.</p> | <p>Tan represents exotic. A woman with tan skin color looks more exotic than a woman who have a white color. That's why tan could be represented as a exotic.</p> <p>straight represents natural because it is pure their wear their straight hair with no treatment.</p> | <p>According to convention of Western culture, <i>tan</i> represents exotic because women could attract people with tan skin.</p> <p><i>Straight</i> associates with natural because it is different to Africa-American to wear straight hair and they feel more comfort and beautiful.</p> |
| <p>"INDIREMI Premium Virgin Hair" text in blue and white color.</p> <p>"Wash after wash" with in black color in blue background color.</p> <p>"Lasts Longer" text in white color in black background color.</p> | White is a color without hue at one extreme end of the scale of grays, opposite to black. | White represents purity. This product is fine to be use by any genre and the product totally good and natural. | According to convention of Western culture, white represents purity because in this ad, it is pure for women to use this product and they will look good. |

Table 8

| Signifier | Signified | Connotation | Interpretation |
|---|---|---|---|
| | Denotation | | |
| A tan model who have a curly long hair. There are some pictures of product of indiremi. | Tan to make brown by exposure to ultraviolet rays, as of the sun. Curly tending to curl. | Tan represents exotic. A woman with tan skin color looks more exotic than a woman who have a withe color. Thats why tan could be represented as a exotic. Curly represents attractive person. It is different with woman who has a straight hair. It's not mean that she's not attractive, but she looks more natural. | According to convention of Western culture, Tan represents exotic. A woman with tan skin color looks more exotic than a woman who have a withe color. Thats why tan could be represented as a exotic. According to convention of most cultures, <i>curly</i> represents attractive person because it is different and attract people's attention and more unique. |
| 'Wash after Wash' text in blue color that use white color as a background of the text. 'Last Longer' text in white color which use black color as a background of the text. Logo of INDIREMI. | Blue is the primary color between green and violet in the visible spectrum White is a color without hue at one extreme end of the scale of grays, opposite to black. | Blue represents sterility because your hair needs healty treatment when wearing hair extension. White represents purity. This product is fine to be use by any genre and | <i>Blue</i> associates with sterility because this product offers healty hair treatment for hair style. According to convention of Western culture, white represents purity because in this ad, it is pure for |

| | | | |
|--|---|---|---|
| | | the product totally good and natural. | women to use this product and they will look good. |
| 'Soul-Cathing Purest Virgin Hair You ill Ever Find' text in blue color. 'Independent & individual. Indiremi weaving has been created for the most exclusive taste. Chosen from the most healthy hair, indiremi has been optimized with nutritional fortification, and gone trough minimal processing for longest hair life. Each stand of hair is healthy, shiny and bouncy with the highest elasticity.' text in white color. | Blue is the primary color between green and violet in the visible spectrum White is a color without hue at one extreme end of the scale of grays, opposite to black. | Blue represents sterility because your hair needs healty treatment when wearing hair extension. White represents purity. This product is fine to be use by any genre and the product totally good and natural. | <i>Blue</i> associates with sterility because this product offers healty hair treatment for hair style. According to convention of Western culture, white represents purity because in this ad, it is pure for women to use this product and they will look good. |

Table 9

| Signifier | Signified | connotation | interpretation |
|---|--|--|---|
| | denotation | | |
| A tan model who have a brown-straight long hair. There is a picture of a Devussa product in pink color. | Tan: to make brown by exposure to ultraviolet rays, as of the sun. Brown a dark tertiary color with a yellowish or reddish hue. Straight is the condition of being straight. Pink is a color of varying from light crimson to plae reddish purple Hair is any of the numerous fine, usually | Tan represents exotic. A woman with tan skin color looks more exotic than a woman who have a white color. Thats why tan could be represented as a exotic. Brown represents natural because because Africa-American women are mostly have brown hair. So it looks more | According to convention of Western cultue, <i>tan</i> represents exotic because women could attract people with tan skin. The expressive value is contained in the <i>brown</i> color. It associates with natural. It represents natural to a |

| | | | |
|------------------|---|--|--|
| | <p>cylindrical, keratinous filaments growing</p> | <p>natural. Straight represents natural because it is pure their wear their straight hair with no treatment. Pink represents girly because it is for women who love to treat their body especially hair. Hair represents smooth because it is the ad of hair treatment, so it is to attract the customers.</p> | <p>woman to wear brown hair. <i>Straight</i> associates with natural because it is different to Africa-American to wear straight hair and they feel more comfort and beautiful. <i>Hair</i> associates with smooth because in this context, women love to have thick and smooth hair According to convention of Western culture, <i>pink</i> associates with girly because in this context, pink refers to a woman. One of woman stuff is hair treatment because they would love to have healthy hair.</p> |
| Black background | <p>Black is the color at one extreme end of the scale of grays, opposite to white, absorbing all light incident upon it.</p> | <p>Black represents thick because it is the ad of hair treatment for woman.</p> | <p>Black associates with thick because in this context, black indicates thick hair.</p> |

| | | | |
|---|--|--|--|
| | | | |
| A model wears black dress. | Black is the color at one extreme end of the scale of grays, opposite to white, absorbing all light incident upon it. | Black represents elegance because to women, wearing black dress looks more exclusive. | According to convention of most cultures, black represents elegance because in this context, a tan woman will look more exclusive when wearing black dress. |
| There are stars sign in at the end of 's' at "devussa" | Star is any of the heavenly bodies, except the moon, appearing as fixed luminous points in the sky at night. | Star symbolized glow because this ad showing the effect of the use of the products. | According to convention of Western culture, <i>star</i> symbolized glow. It is because this product offers the glow of your hair if you use the best product. |
| 'Oute' text in white color. 'Devussa' text in white color and image of black long hair | White: a color without hue at one extreme end of the scale of grays, opposite to black. Black is the color at one extreme end of the scale of grays, opposite to white, absorbing all light incident upon it. Hair is any of the numerous fine, usually cylindrical, keratinous filaments growing | White represents purity. This product is fine to be used by any gender and the product is totally good and natural. Black represents thick because it is the growing of healthy hair. Hair represents smooth because it is the ad of hair treatment, so it is to attract the customers. | According to convention of Western culture, white represents purity because in this ad, it is pure for women to use this product and they will look good. Black associates with thick because healthy hair will have thick growing hair. Hair associates with smooth |

| | | | |
|---------------------------------------|--|---|---|
| | | | because in this context, women love to have thick and smooth hair. |
| 'Remi 100& human hair' text in white. | White: a color without hue at one extreme end of the scale of grays, opposite to black. | White represents purity. This product is fine to be use by any genre and the product totally good and natural. | According to convention of Western culture, white represents purity because in this ad, it is pure for women to use this product and they will look good. |

Table 10

| Signifier | Signified | Connotation | Interpretation |
|--|--|--|---|
| | Denotation | | |
| A tan model who have a brown-straight long hair. | <p>Tan: to make brown by exposure to ultraviolet rays, as of the sun.</p> <p>Brown a dark tertiary color with a yellowish or reddish hue.</p> <p>Straight is the condition of being straight.</p> <p>Hair is any of the numerous fine, usually cylindrical, keratinous filaments growing</p> | <p>Tan represents exotic. A woman with tan skin color looks more exotic than a woman who have a withe color. Thats why tan could be represented as a exotic.</p> <p>Brown represents natural because because Africa-American women are mostly have brown hair. So it looks more natural.</p> <p>straight represents</p> | <p>According to convention of Western culture, <i>tan</i> represents exotic because women could attract people with tan skin. The expressive value is contained in the <i>brown</i> color. It associates with natural. It represents natural to a woman to wear brown hair.</p> |

| | | | |
|---------------------------|---|---|--|
| | | <p>natural because it is pure their wear their straight hair with no treatment.</p> <p>Hair represents smooth because it is the ad of hair treatment, so it is to attract the customers.</p> | <p><i>Straight</i> associates with natural because it is different to Africa-American to wear straight hair and they feel more comfort and beautiful.</p> |
| A model in black dress | <p>Black is the color at one extreme end of the scale of grays, opposite to white, absorbing all light incident upon it.</p> | <p>Black represents elegance because to women, wearing black dress looks more exclusive.</p> | <p>According to convention off most cultures, black represents elegance because in this context, a tan woman will looks more exclusive when wearing black dress.</p> |
| There is black background | <p>Black is the color at one extreme end of the scale of grays, opposite to white, absorbing all light incident upon it.</p> | <p>Black represents thick because it is the ad of hair treatment for woman.</p> | <p>Black associates with thick because in this context, black indicates thick hair.</p> |
| 'devussa' text in white | <p>White: a color without hue at one extreme end of the scale of grays, opposite to black.</p> | <p>White represents purity. This product is fine to be use by any genre and the product totally good and natural.</p> | <p>According to convention of Western culture, white represents purity because in this ad, it is pure for women to use this product and they will look good.</p> |

| | | | |
|---|---|--|---|
| There are stars sign in 's' of "devussa" | Star is any of the heavenly bodies, except the moon, appearing as fixed luminous points in the sky at night. | Star symbolized glow because this ad showing the effect of the use of the products. | According to convention of Western culture, <i>star</i> symbolized glow. It is because this product offers the glow of your hair if you use the best product. |
| 'Devussa, the new longer lasting remi' text in white color. | White: a color without hue at one extreme end of the scale of grays, opposite to black. | White represents purity. This product is fine to be use by any genre and the product totaly good and natural. | According to convention of Western culture, white represents purity because in this ad, it is pure for women to use this product and they will look good. |